

**First came the soft sell  
which made Benson & Hedges 100's  
the top 100.**



**Here comes the hard sell  
with Benson & Hedges 100's now  
in hard pack too.**

**The Profit Makers come from Philip Morris USA.**

00701-00121  
Hard Packs  
Page 4 color 7 x 10  
Supermarketing Oct.  
Progressive Grocer Oct.  
Chain Store Age/Supermarkets 10/17  
Wells, Rich, Greene, Inc.

